



Pocket DAY-TIMER

the one and only pocket diary with functionalized pages—

Challenges you to match its convenience and efficiency with any other pocket diary

COMPARE . . .

Is yours a blank page diary?
Is it functionalized?

Pocket DAY-TIMER is the one and only pocket memo diary with two pages for each day, functionalized with separate sections combining in one book the functions of five: an appointment book—a 'tickler' reminder system—a diary and activity record—a time and expense record—a work and project planner.

You carry the current month's filler book in a wafer thin wallet that fits your inside coat pocket (the Junior size fits your shirt pocket). Thousands of busy and successful executives swear by it. No finer diary is available at any price . . . yet Pocket DAY-TIMER costs less than 3¢ a day.

14 MONTHS FOR THE PRICE OF 12 OFFER

Order any full year Pocket DAY-TIMER set. We will ship you 14 monthly filler books instead of the usual twelve. Use it for a full 60 days—learn how Pocket DAY-TIMER helps you remember what you must do—what you have done. If not completely satisfied, return it for full credit. The extra two monthly filler books are yours free for trying Pocket DAY-TIMER.

WON'T LET YOU FORGET WHAT YOU MUST DO!

APPOINTMENTS

MONTHLY PLANNING PAGES

GUMMED SLIPS FOR FUTURE MONTHS MEMOS AND APPOINTMENTS

"TICKLER" REMINDERS

CONVENIENT POCKETS FOR MONEY BILLS AND CARDS

RECORD TRAVEL AND ENTERTAINMENT EXPENSES AS THEY OCCUR

ADDRESS AND PHONE DIRECTORY

PERMANENT RECORD OF WHAT YOU HAVE DONE!

AUTOMATICALLY TIMES YOUR DAY

RESULTS OF MEETINGS, QUOTATIONS, ETC.

SLIM GOLD AND BLACK FINE LINE BALL POINT PEN

6-YEAR PLANNER

CONTAINS EVERYTHING YOU NEED

TO PLAN, EXECUTE AND RECORD A MORE PROFITABLE DAY



Twelve monthly filler books with gummed memos and monthly planning pages—12 file ledger folders—address and phone directory—six year planner—instructions—sturdy wood file box—handsome wallet—fine line ball-point pen—two free tax booklets.

Pocket DAY-TIMER, Incorporated

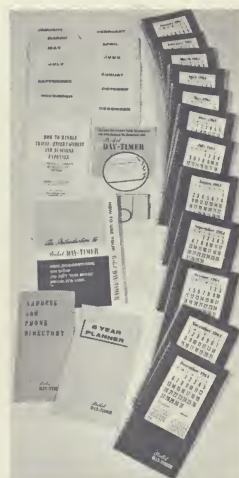
P.O. Box 1728,

Allentown, Pa. 18105



Lady DAY-TIMER multi-purpose secretary

With the same features of the Pocket DAY-TIMER shown above plus smartly styled, fashion red purse to hold folding money, coins, cards and pictures. For the busy woman executive, secretary, club woman, civic leader and homemaker.



MAIL THIS CARD TODAY!

DAY-TIMERS, Inc., Allentown, Pa. 18105

Please send me the following items.

If not completely satisfied I may return within 30 days for full credit.

Pocket DAY-TIMER (Available in 2 Sizes)		SENIOR COAT SIZE 3 1/2" x 6 1/2"	JUNIOR SHIRT SIZE 3" x 5"
Each month's filler pages bound into a booklet which is carried in a handsome wallet. Include 2 FREE Months		@ Quan.	@ Quan.
REFILLS, Full year set, without Wallet and Pen		8.95	8.85
WITH VINYL WALLET & Ball Point Pen. ☐ Black ☐ Red ☐ Bone		10.45*	10.25*
WITH LEATHER WALLET & Ball Point Pen ☐ Black ☐ Red ☐ Brown		15.45*	15.25*
Lady DAY-TIMER multi-purpose secretary		PURSE SIZE 3" x 5"	
With the same features of the Pocket Day-Timer plus purse		@ Quan.	
Full Year set with Red Morocco Finish Vinyl Purse & Ball Point Pen		10.95*	
With Red Polished Cowhide Leather Purse & Ball Point Pen		18.75*	
DESK DAY-TIMER (Available in 2 Sizes)		SENIOR Page Size 8 1/2" x 11"	JUNIOR Page Size 5 1/2" x 8 1/2"
Described on back page. Large loose-leaf filler pages (2 pages for each day), are housed in heavy duty binder.		@ Quan.	@ Quan.
FILLER PAGES, Full year set without binder.		9.45	8.75
HEAVY DUTY 7-RING BINDER (holds full year's pages)		4.50	4.25

*Includes Fed. Tax on Wallets. Pa. residents add 5% Pa. State Sales Tax

FREE 60-DAY TRIAL—MONEY BACK GUARANTEE

Please send me the DAY-TIMERS I have checked. If not completely satisfied, I may return in 60 days for full refund.

MAY BEGIN WITH ANY MONTH
START MY SET WITH MONTH OF

☐ Check enclosed. Ship prepaid.

☐ Bill me, plus postage and handling.

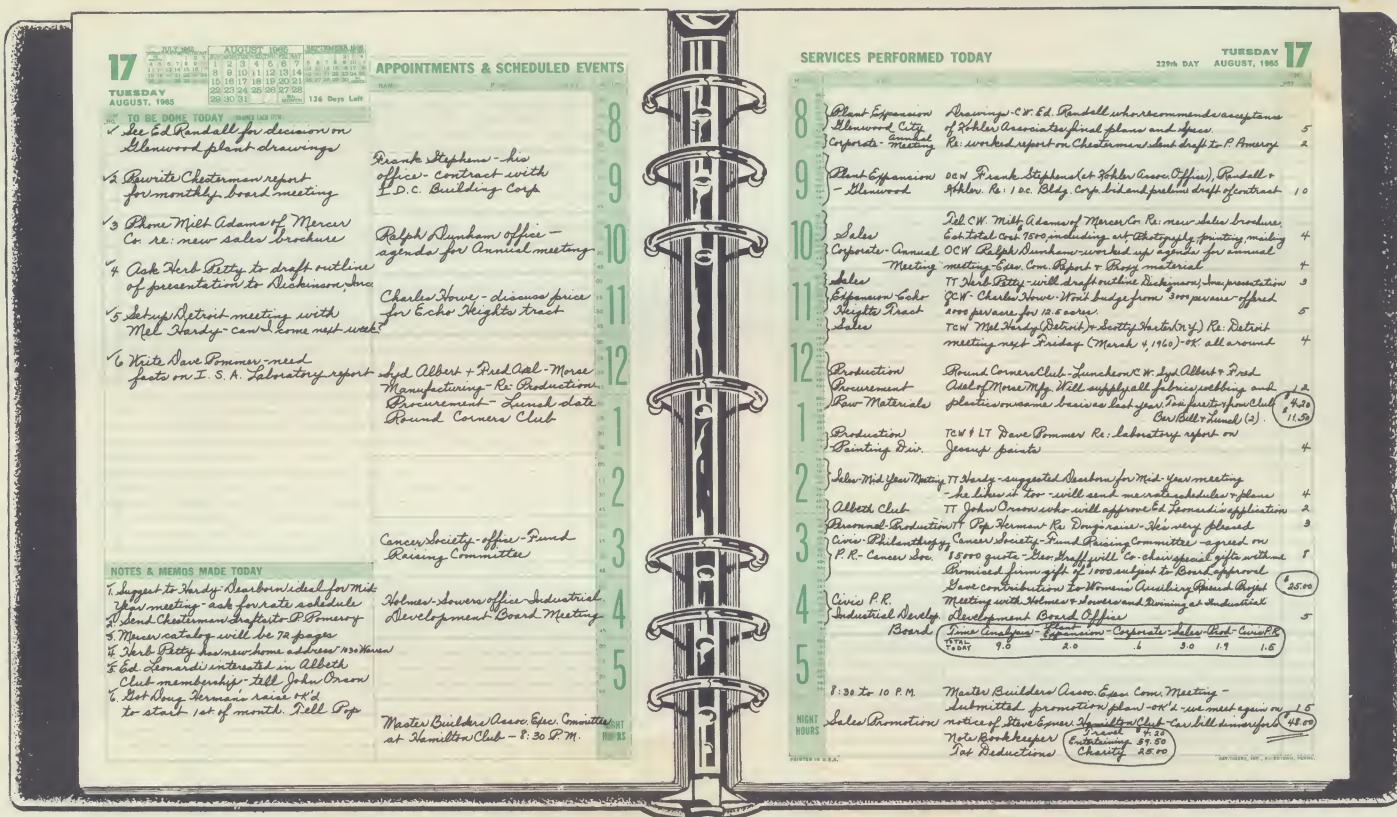
☐ Bill my company, plus postage and handling.

Name _____

Company _____

Address _____

City & State _____ Zip Code _____



DESK DAY-TIMERS

The same proven functionalized pages used in the Pocket DAY-TIMER are printed on large loose leaf pages which are housed in a seven-ring binder.

Shown here is a typical busy executive's day. When his day began he knew exactly what he had to do and who he had to see, because all his commitments and engagements were listed on the left page. As his day progressed, the right page became a permanent record of his every activity and service. You can plan and record your day as efficiently as this executive with the help of DAY-TIMERS. Use order form on reverse side. Also available in pocket sizes. See reverse side.

COMPARE DAY-TIMERS WITH YOUR PRESENT DIARY

- Is Yours A Blank Page Desk Book?
- Is It Functionalized?

DAY-TIMERS have 2 pages for each day's notes and memos clearly separated into handy sections to provide the five records you need most for top efficiency: An Appointment Book . . . A "Tickler" Reminder System . . . A Daily, Weekly and Monthly Work Planner and Organizer . . . A permanent Diary and Record of all Activities and Work Done . . . Time and Expense Record.

YOU DON'T RISK ONE CENT!

Try DAY-TIMER for a full 60 days. Then you be the judge! We're sure you will be satisfied like thousands of others—or you owe us nothing. An ideal gift for business and personal use. Write for quantity discounts.

FIRST CLASS
Permit No. 1095
Allentown, Pa.

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

postage will be paid by

Day-Timers, Incorporated
AND POCKET DAY-TIMER, INCORPORATED
ALLENTOWN, PENNSYLVANIA 18105

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